

# HOW TO GET MORE CLIENTS CHALLENGE

## Workbook

### DAY 5





# Hit Up Your Network

Most people have a bigger network than they even realize.

Social Media

Family & Friends

Work, Hobbies, Volunteer

Church, School & Other

# Your Network



Put a post up introducing your business on your personal pages. Also let people know your CTA. Do you want them to book a consultation? Register for a class? Order essential oils? Use hashtags! And, for example: 'I have three birth spots available this summer.'

Get a post up now with your availability



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Now you need to write some emails/letters to your network...



# Swipe Copy

**Don't forget to make it your own. Send to at least 15 people!**

Hello!

How are you doing?! (Add more personal chat here)

After a couple months off after moving, I am itching to get back to births and loving up on expecting and new parents. I have left the city and don't know many people out here yet. So, I am reaching out to my handful of favourite clients/family members/friends to find out if you could pass my name on to anyone expecting in your life.

I am so happy to be opening all my services back up this month. I will be taking on a handful (between 3-5) of births per year, as I know there is such a huge need for support.

I am now serving the \_\_\_\_\_ Area/Region so it is a whole lot of farms and vineyards for me and my family. I can take clients in \_\_\_\_\_ or \_\_\_\_\_ as well.

If you know of anyone who would love birth support please feel free to send them my way. The best way to reach me is through email at \_\_\_\_\_ or by phone at \_\_\_\_\_. I cannot wait to get back into the hospital and provide some much-needed birth services! I am currently available for due dates between \_\_\_\_\_ and \_\_\_\_\_.

As a thank you for being such incredible supporters of me and my business, anyone who sends a new client will be getting a \$50 Gift Card to Etsy (make this whatever you want).

I would also absolutely love to see updated family pics to see how you are all doing!

Thank you so much.

Talk soon.

\_\_\_\_(your name)\_\_\_\_

# Founding The Pavement

One of the most under-utilized but powerful and cost effective marketing initiatives mainly involves one thing - GETTING YOUR PRODUCT OUT IN FRONT OF PEOPLE - and for service providers like you, that product is, well, you.

## Notes

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What is the benefit of getting out there and meeting people?

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# Networking

## Notes

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## Tips for networking





# Listening when Networking

Notes:

Lined writing area for notes.



# Promo Materials

What to take/leave behind?

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Networking Operations





Who do you want to meet?

List 20 - 30 people and businesses

# Gentle Reminders



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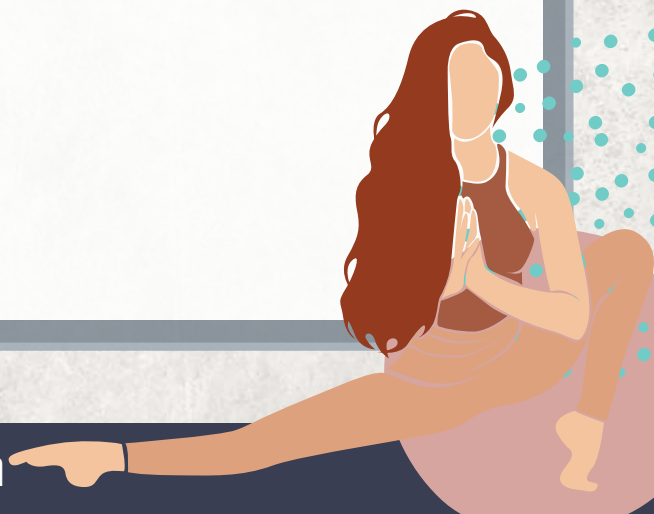
Think of ways you can solve a problem for them too.

Be genuine in learning about people and their work,  
and they will only want to return the favour!

# Following Up

Notes

Make sure  
you  
follow up



# Final Thoughts



Whether Women's Networking Events Move the Needle to Equality by Shawn Achor

**“We must pursue happiness and success together. Like the lightning bugs, rather than trying to light up the darkness alone and in isolation, there is power when we add our light to something bigger. In doing so, we shine brighter.”**

Harvard Business Review

## What is next...



[Book Your 1:1 Sessions Here](#)





# Extra Note Space

